



THE CLEVELAND MUSEUM OF ART

NEWS

FOR IMMEDIATE RELEASE

CONTACT: Donna Brock
(216) 707-2260
dbrock@clevelandart.org

Cleveland Museum Of Art Announces CMA@ *Museum Logo Helps Public Identify CMA in Local Communities*

CLEVELAND (Aug. 26, 2005) — Although the Cleveland Museum of Art (CMA) remains open to the public, preparations for its \$258 million renovation and expansion project mean that many of its community, education, performing arts and film programs will now be staged at offsite venues, particularly during January to June 2006. To help visitors identify locations at which they can enjoy a CMA arts experience, the Museum today launched CMA@, a new venue identification system based on its existing logo.

“We want people in the community to know that wherever they see the “CMA@” symbol, they can enjoy an enriching arts experience, from world music to family art workshops to dance performances and film, provided by the Cleveland Museum of Art,” said Donna Brock, CMA director of external affairs. “In addition to identifying CMA partners, this symbol underscores our enthusiasm for reaching out to communities across the region.”

The Museum remains open and the public is invited to enjoy exhibitions, Summer Evenings and Cool Fridays (free music in the Museum’s Courtyard), shopping and dining at the East Blvd. location. However, preparations for the construction project are already underway. Therefore, performing arts and film, educational and family programming, and community events also will be held at various off-site locations.

For example, renovation work on the Museum’s Breuer Building, which houses Gartner Auditorium, will continue through 2006. So CMA’s three popular series, *VIVA!*, *Gala* and *Carnevale*, have been combined into one 18-performance series, ***VIVA! and Gala Around Town***. Patrons attending these performances will enjoy them in one of 14 local venues, beginning with the **Sand Mandala** at Cleveland City Hall (August 27 - Oct. 8), followed by **Chanticleer** at Trinity Cathedral (Oct. 8). For ease of identification, including directional signage once inside the venues, patrons can look for CMA@ signage at Cleveland City Hall, Trinity Cathedral and other partnering off-site venues.

Not only are performing arts and film events being staged at off-site venues, CMA’s education and community programs also will take advantage of opportunities to engage the community in new and innovative ways. For example, the public will enjoy CMA arts experiences at area festivals, such as CMA@ iNGENUiTY, the arts and technology festival slated for Labor Day weekend. Families also can enjoy hands-on art activities in a variety of neighborhood locations, such as CMA@ Walz Library (Oct. 10).

“We expect that the list of venues will grow as we continue to develop relationships and partner with institutions and organizations around the area,” Brock said.

(more)

Residents and visitors also can discover a range of CMA@ locations by visiting the Museum's web site, www.clevelandart.org.

The Cleveland Museum of Art is one of America's leading comprehensive Museums. Its permanent collection is world renowned for its quality and breadth, spanning 6,000 years. The Museum is a significant international forum for exhibitions, scholarship and art acquisitions. For more information on the Museum, its holdings, programs, services and events, call 1-888-CMA-0033 or visit www.ClevelandArt.org.

#





Come
enjoy a
Cleveland
Museum
of Art
experience
here.



THE CLEVELAND
MUSEUM OF ART



Come
enjoy a
Cleveland
Museum
of Art
experience
here.



THE CLEVELAND
MUSEUM OF ART



Come
enjoy a
Cleveland
Museum
of Art
experience
here.



THE CLEVELAND
MUSEUM OF ART